

PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE
Richmond, Virginia

To: . Mr. J. E. Wickham✓ Date: April 14, 1988
From: . Barbara S. Mait
Subject: . Comparison of Tar, Nicotine and Carbon Monoxide Deliveries
For Market Sample #30: TITL versus Philip Morris

The tar, nicotine and carbon monoxide (CO) deliveries of 255 domestic cigarette brands were reported by the Tobacco Institute Testing Laboratory (TITL) in April, 1988. The TITL data, based on Market Sample #30, were compared with Philip Morris data from the November, 1987 Cigarette Information Report. Target tar values are also given for Philip Morris brands. Samples tested by TITL were purchased in 50 geographic locations throughout the U.S. in September and October, 1987.

The average tar, nicotine and CO deliveries of all brands included in the comparative study are listed.

	Tar, mg/cig.t.	Nicotine, mg/cig.t.	CO, mg/cig.t.
TITL	11.9	0.89	12.3
Philip Morris	11.3	0.84	11.3

It should be noted that differences in deliveries between TITL and Philip Morris began when TITL moved to the new laboratory. Prior to that time, we agreed favorably in tar, nicotine and CO data. A significant increase was observed in the nicotine delivery reported by TITL for Market Sample #30 as compared to the previous Market Sample (#29) and comparable Philip Morris data. Differences in the tar and CO deliveries between the laboratories were also noted. The increase in the smoke deliveries of TITL may have been influenced by a higher overall puff count (0.2) for this Market Sample.

The average tar, nicotine and CO deliveries for Market Sample #30 in comparison to previous surveys are given in Table I. The average differences in the tar and nicotine deliveries by increment tar ranges are given in Table II. The average differences in CO delivery between the two laboratories are given in Table III. The correlations of the tar, nicotine and CO deliveries of TITL and Philip Morris are shown in Graphs 1, 2 and 3, respectively.

The individual brand comparisons by manufacturer for tar, nicotine and CO deliveries are reported in Tables IV-IX. Large differences observed between laboratories, other than those resulting from puff count, may be attributed to different sampling methods and the ability of Philip Morris to detect brand modifications.

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Forty-three brands were added to Market Sample #30 and 34 brands were deleted from this survey. Additions and deletions are contained in Table X.

It is assumed that Kool Ultra's are in this Market Sample because Brown & Williamson changed the filter type on these cigarettes from the "Barclay-type" filter to a conventional cellulose acetate filter.

A trip is planned on Wednesday, April 20 to visit Dr. Steele at TITL to discuss this data.

BSM:rad

cc: Mr. C. Bates
Mr. C. Horner
Dr. K. Houghton
Mr. W. F. Kuhn
Mr. J. Myracle
Mr. F. Newman
Mr. F. E. Resnik
Mr. M. Serrano
Central File

Barbara Mart

Attachments

bcc: J. Whitman
E. Pierce
S. Nelson

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